

# Chi Mei Corp - Strategic SWOT Analysis Review

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## Abstracts

Chi Mei Corp - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

## Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

## Highlights

Chi Mei Corp (Chi Mei) is a chemical company that provides plastic and rubber materials. It carries out research, development and production of plastics, rubbers, electronic materials and specialty chemicals. The company's major products include ABS resins, SAN resins, polystyrene resins, MS resins, polycarbonate resins, ASA resins, PC/ABS resins, Q resins, PMMA resins, thermoplastic elastomers, high-cis and low-cis butadiene rubber, and styrene butadiene rubber. Chi Mei's products are used in a range of applications, including machinery, consumer goods, electronic parts, and other plastic and rubber processing applications. The company has its presence in Taiwan, Japan and China. Chi Mei is headquartered in Tainan City, Taiwan.

### Chi Mei Corp Key Recent Developments

Mar 16,2021: CHIMEI awarded silver medal in EcoVadis CSR rating

Feb 25,2021: CHIMEI's new ABS production capacity will be put into operation as scheduled on July 15

Jan 04,2021: CHIMEI upgrades its information security management and obtains ISO 27001 international certification

Dec 22,2020: CHIMEI undergoes rebranding for Its 60th anniversary and obtains assurance for first CSR report

Oct 15,2020: CHIMEI: Notice for change of company address

## Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

## Contents

### **SECTION 1 - ABOUT THE COMPANY**

Chi Mei Corp - Key Facts  
Chi Mei Corp - Key Employees  
Chi Mei Corp - Key Employee Biographies  
Chi Mei Corp - Major Products and Services  
Chi Mei Corp - History  
Chi Mei Corp - Locations And Subsidiaries  
Head Office  
Other Locations & Subsidiaries  
Joint Venture

### **SECTION 2 – COMPANY ANALYSIS**

Company Overview  
Chi Mei Corp - Business Description  
Chi Mei Corp - SWOT Analysis  
SWOT Analysis - Overview  
Chi Mei Corp - Strengths  
Chi Mei Corp - Weaknesses  
Chi Mei Corp - Opportunities  
Chi Mei Corp - Threats  
Chi Mei Corp - Key Competitors

### **SECTION 3 – COMPANY’S RECENT DEVELOPMENTS**

Mar 16, 2021: CHIMEI awarded silver medal in EcoVadis CSR rating  
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Jan 04, 2021: CHIMEI upgrades its information security management and obtains ISO 27001 international certification  
Dec 22, 2020: CHIMEI undergoes rebranding for its 60th anniversary and obtains assurance for first CSR report  
Apr 16, 2020: CHIMEI launches antimicrobial-grade ABS

### **SECTION 4 – APPENDIX**

[Methodology](#)  
[About GlobalData](#)  
[Contact Us](#)  
[Disclaimer](#)

## List Of Tables

### LIST OF TABLES

Chi Mei Corp, Key Facts  
Chi Mei Corp, Key Employees  
Chi Mei Corp, Key Employee Biographies  
Chi Mei Corp, Major Products and Services  
Chi Mei Corp, History  
Chi Mei Corp, Other Locations  
Chi Mei Corp, Subsidiaries  
Chi Mei Corp, Joint Venture  
Chi Mei Corp, Key Competitors

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